



**TO:** Tourism Advisory Committee  
**FROM:** David Kleitsch, Economic Development Director  
**DATE:** May 7, 2010  
**SUBJECT:** Director's Report

**Lodging Tax Revenues**

Through April 2010, Lynnwood has received \$121,962 in lodging tax revenues. This is \$11,607 less than the amount received through April 2009 and represents an 8.7% decrease YTD. We will continue to monitor the revenues collected closely and may make further adjustments to the 2010 work program to off-set greater than anticipated decreases in revenue. TAC/LTAC will be updated regularly.

**Smith Travel Report**

The lodging industry statewide is beginning to see some improvement. Statewide, YTD through March, occupancy rate is 51.5%, a 4.5% increase compared to 2009. For Snohomish County, YTD through March, occupancy was 53.6%, a 5.3% decline compared to 2009, RevPar is down to \$42.02, a 14.6% drop, and ADR is \$78.38, a 9.8% decrease. For comparison, King County experienced the following metrics, YTD through March: occupancy increased 10.6% to 57%, RevPar increased 3.2% to \$61.50, and ADR dropped 6.8% to \$107.81. King County occupancy has increased for three consecutive months. Hopefully, this trend indicates that Snohomish County metrics will show improvement this year.

**County Strategic Tourism Plan**

Snohomish County has selected a consultant and is negotiating an agreement and Scope of Work for the Countywide Strategic Tourism Plan. The contract and scope of work are expected to be finalized by the end of May 2010. TAC/LTAC will be updated as the project gets underway.

**Lynnwood Citywide Branding**

The Citywide Branding project is progressing. Brand concepts have been developed and are being reviewed by the Branding Steering Committee. It is expected that the Committee will make its recommendation on a final concept in May 2010. Once the brand concept is finalized, North Star Destination Strategies will develop visual materials including letterhead, logos, brochures, mock advertisements, web site pages and newsletter layouts for review by the Steering Committee and presentation to City Council. TAC/LTAC will be updated as the process continues.

**NEXT MEETING: June 10, 2010**